

COMMUNITY-BASED MARKETING OF GREEN POWER

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Why Community-Based Marketing?

- Extensive **education** of market needed - the “M” word
- Makes customer acquisition **costs high** for **utilities/suppliers**
- Enviro group uses grassroots organizing techniques to reach and educate a **broader set of potential customers cost-effectively**
- Lends **credibility** to the product and marketing message
- Generates significant **free media** - utility/enviro adversarial relationship

How it Works

- A **grassroots campaign** organized and managed by an environmental group
- Focus on **community-wide support** - use of pre-existing relationships and networks (municipal bills, local business organizations)
- State/local gov't, businesses, non-profits, communities of faith, schools, tribal communities
- Goal: purchases AND use of bully pulpits, newsletters, outreach mechanisms to **mainstream the use of clean energy**
- Goal: community ethic like recycling

Will They Come?: First Steps

- Boulder Bookstore - **low hanging fruit**, enviro ethic, community involvement, knew owner - 1st business buyer in CO
- **Governor** (Democrat and now Republican)
- Denver and Boulder press events
- Now **13 cities** - Crested Butte 4th parade float
- Corporate “champions” (Coors, US West, IBM, Rocky Mountain Steel Mills (CEO champion))
- Now over **450 businesses** statewide
- Sierra Club newsletter (14,000) Eco-Cycle (35,000) and sign up brochures at recycling center

The Fun Begins

- **“Street teams”** - a business canvass in high density commercial areas, poster designed and printed courtesy of One World Arts and D&K Printing (both 100% wind buyers)
- **Free TV** - Channel 9 News Weather Center/the solar-powered “wind cam” - product of non-profit/utility marketing cooperation
- **National 10K race theme:** Run with the Wind - postcard in 40,000 runners packets designed and printed free, banner at finish line
- **www.cogreenpower.org** - statewide sign up, interactive enviro benefits, promotion of businesses

Gaining Momentum

- CU students week long campaign, 30% turnout high - \$50,000 (a turbine's worth)
- **Employee campaigns/incentives** (8,000 Lockheed Martin employees, BCH)
- **Leadership** - BCH statewide outreach to health care community
- 10-day national Episcopal **convention** - PSCo, PUC, LAW Fund/**100% wind**
- Denver Congregational church sells members' garden produce to pay for wind

The Bandwagon Effect

- **Major polluter** hesitant due to possible greenwash accusation buys wind - leverages with other programs (P3)
- low profile **biotech firm** - no interest in PR - would buy wind to increase employee pride and satisfaction
- Coming to us: Kinko's web site connection - 5 stores, 3 utilities - **New Belgium** initiates wind
- Sign ups across entire political spectrum
- **Marketing coordination** on sales to national brand companies: brings national significance to purchase, media appeal

The Value Shift

- **1997 - 2000** - 18,000 residential customers, 450 businesses, **80 MW committed**
- Community-based campaigns ongoing or beginning in CA, WI, PA, NW, TN, NY
- **1/3 in U.S. can choose**, Chicago 48 city 80 MW aggregation (lower cost and clean), wind turbines in Texaco ad, Democratic Convention
- coal burning power plant in London transformed into Tate Gallery of Contemporary Art